



KENYA

MEDIA LANDSCAPE

www.themediavantage.com



Kenya: Country overview

BOOMING TOURISM INDUSTRY SUPPORTS ECONOMY



CAPITAL
Nairobi

REGION
Africa

GDP PER CAPITA, PPP
\$3,705

GDP
\$87.9 billion

POPULATION
51,393,010

AREA
580,367 SQ.KM

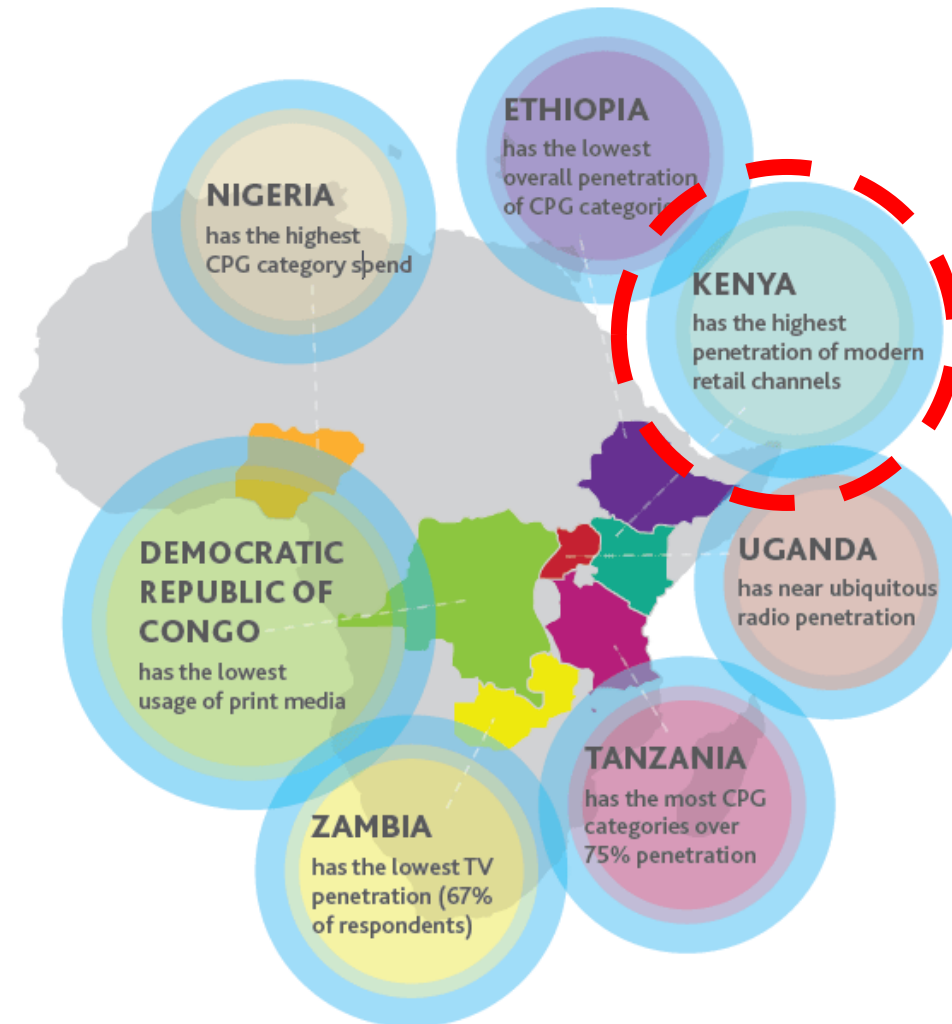
The country saw good economic stimulation, averaging a growth rate of 7.76% between 2000-19.

Agriculture is a major employer and the country traditionally exports tea and coffee, and more recently fresh flowers to Europe.

Kenya's services sector, which contributes about 63 percent of GDP, is dominated by tourism.

Media overview

MEDIA PENETRATION IN EAST AFRICA

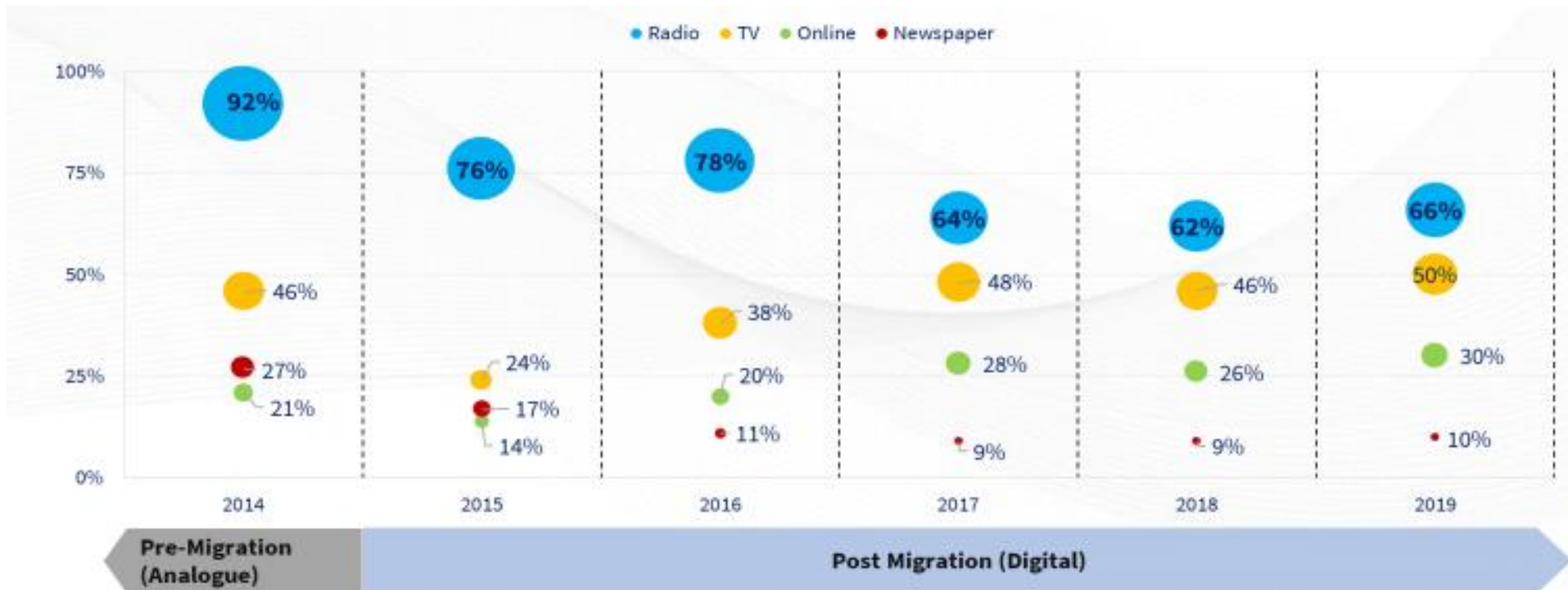


Source: Nielsen Emerging Market Insights based on average of urban and peri-urban consumers in seven countries studied: (Nigeria, Ethiopia, Uganda, Kenya, Tanzania, Zambia and the Democratic Republic of Congo)

Media consumption in Kenya over the years

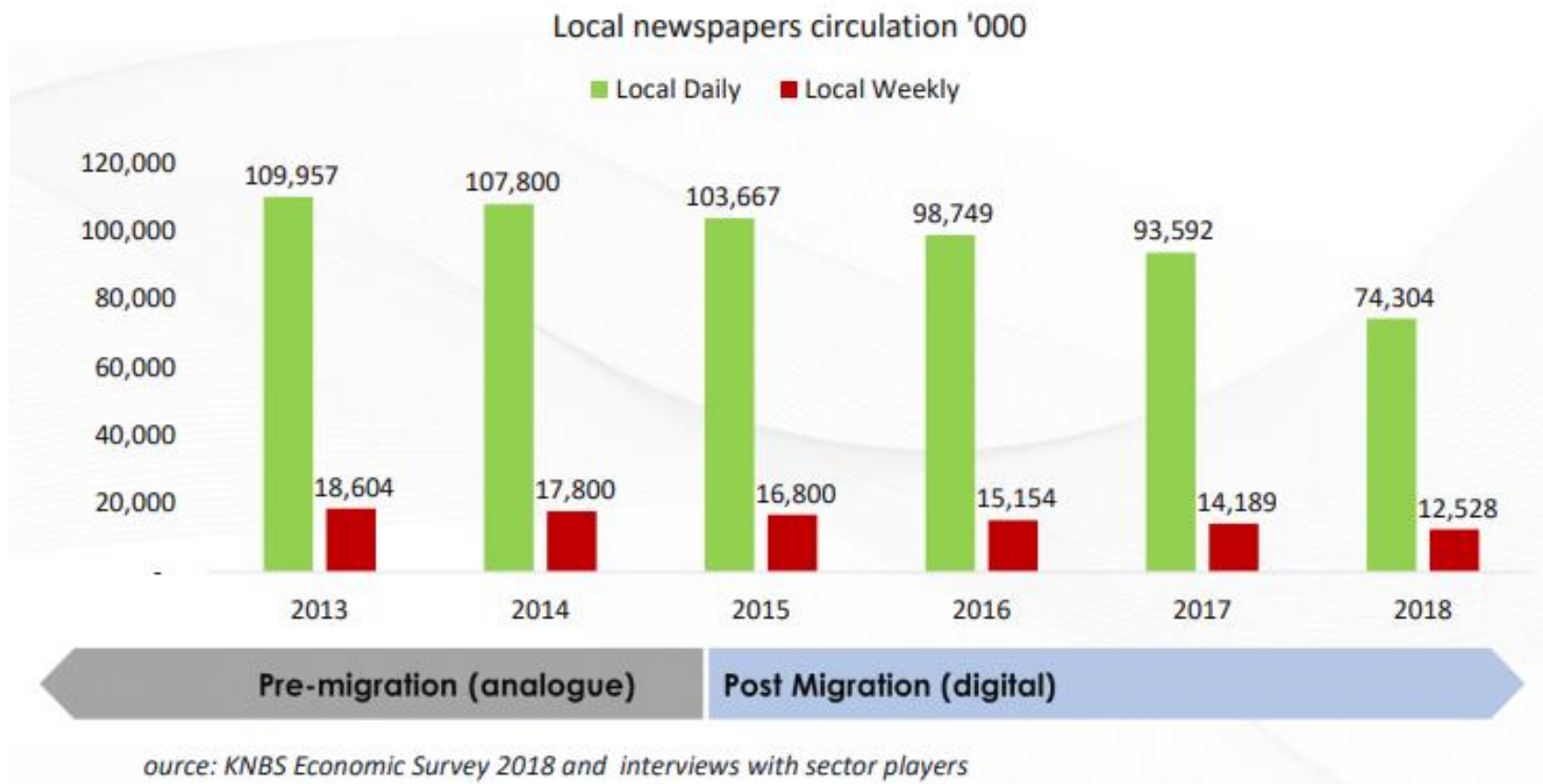
TRADITIONAL MEDIA LEADS THE WAY

- While **radio** has declined in popularity, it is still the **most consumed media in Kenya**.
- **Television** consumption has been witnessing **healthy growth** after a steep decline between 2014-15 owing to a shift of investments to digital.
- While the consumption of **print** is on a decline, it has **steadied** over the past 3 years.
- Kenya is developing a **growing appetite for digital media**.



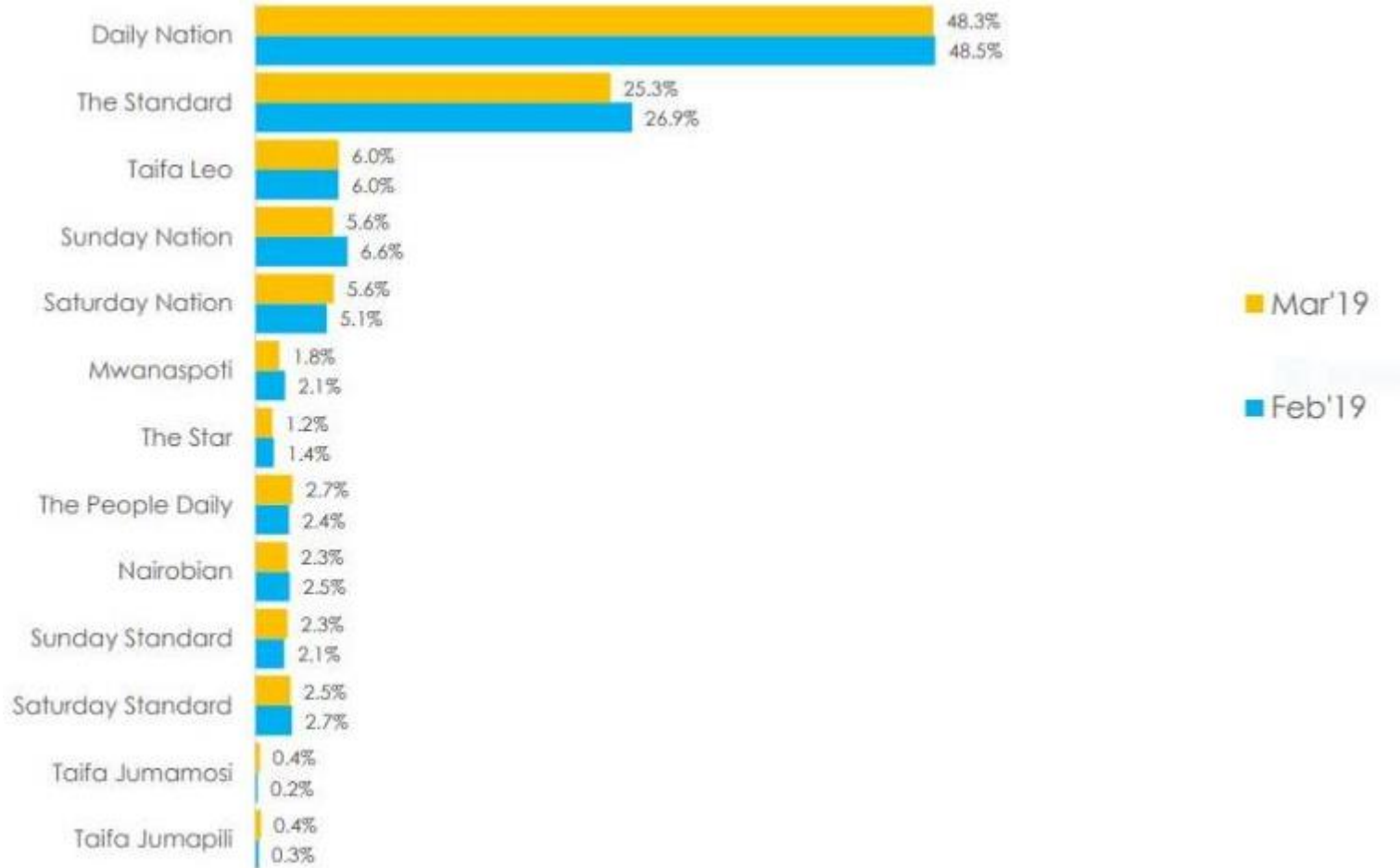
Source: KARF

LOCAL DAILIES RECORDED A 33% DECLINE IN CIRCULATION BETWEEN 2013 AND 2018



Print

TOP PRINT TITLES



Two thirds of weekly newspaper readers do not purchase their own copy; they rely on a copy from a household member or from the office. Key sections of interest in newspapers are local news, sports and international news.

Print

NATIONAL DAILIES

Business Daily

Circulation: 190,000

Frequency: Daily

The Business Daily is a premium newspaper launched in March 2007 that features business news and analysis for the Kenyan market. It is published Monday to Friday and distribution is currently mostly at Nairobi. The paper enjoys a high readership over the internet among Kenyan national dailies.



Sunday Times

Circulation: 220,857

Frequency: Weekly

The Sunday Times is South Africa's biggest-selling weekly newspaper. Besides recommending how to unwind and relax on a weekend, the newspaper assures readers stay informed on world events, politics, regional news and their favorite interests.



The Times

Circulation: 142,383

Frequency: Daily

A popular South African daily newspaper, The Times is tabloid in size and is South Africa's first interactive newspaper which publishes in tandem with the website www.thetimes.co.za. The title harbors a passive readership audience with most readers reported to enjoy reading newspapers and watching sports while relaxing on a weekend. The primary national choice for upper middle class South African readers, The Times is an international format coupled with local content.



Print

NATIONAL DAILIES

Daily Nation

Circulation: 257,000

Frequency: Daily

The Daily Nation is the leading paper in East and Central Africa both in editorial, circulation and readership. This feat has been achieved over the years through authoritative publication based on truth, reliability, respectability and independence.



The Standard

Circulation: 53,000

Frequency: Daily

The Standard is one of the leading circulating papers in Kenya, with various daily and weekly publications namely; The Standard, The Saturday Standard and The Sunday Standard. Positioned as 'Kenya's Bold Newspaper', the publication has a long heritage since its inception in 1902. The County Weekly, is an exclusive publication highlighting County specific news in Kenya.



East African

Circulation: 1,223,000

Frequency: Weekly

The East African is a regional weekly publication with a focus on economic and political issues affecting the East African region. It is published on Sunday and sold mainly in Kenya, followed by Uganda and Tanzania.



Print

NATIONAL DAILIES

Taifa Leo

Circulation: 165,000

Frequency: Daily

Taifa Leo is the only Kiswahili daily newspaper in Kenya. The paper was launched in 1958 as a paper for the ordinary Kenyan in Kiswahili. In January this year, it was re-launched to offer entertainment and up to date news analysis, business news, features and sports, among others.



Print

BUSINESS

African Business

Circulation: 26,015

Frequency: Monthly

A bestselling pan-African business title, the magazine features business and financial reports to top management professionals. This monthly is also distributed at executive lounges of different international airlines and most 5 star hotels in Africa besides newsstands. African Business also manages controlled circulation directed at senior managers and state decision-makers.



African Banker

Circulation: 20,000

Frequency: Monthly

A monthly guide for finance executives, investors and key players of the banking industry, African Banker is distributed across African desks of international banks, major local banks, investment firms, insurance companies and brokers. The title enjoys a readership of more than 150,000 and can also be found at important economic events.



CIO East Africa

Circulation: N/A

Frequency: Monthly

CIO East Africa presents a combination of the best in technology and business. Aimed at tech-savvy middle class workers, the magazine analyses mobile industries, gadget reviews, telecommunication, features interviews with top executives from IT firms and showcases the latest innovations.



Print

BUSINESS

Forbes Africa

Circulation: 18,211

Frequency: Monthly

Forbes Africa addresses a steadily climbing African economy. The local rendition of an internationally recognized business monthly, Forbes Africa caters to a growing class of wealthy and powerful consumers on the continent.

Homes Kenya

Circulation: 20,000

Frequency: Bimonthly

An assimilation of the best property in town coupled with interior décor ideas and travel options, Homes Kenya is a complete package for real estate agents, developers, architects and property groups. Handling a readership of over 200,000 the magazine targets educated Kenyans with expendable income.

New African

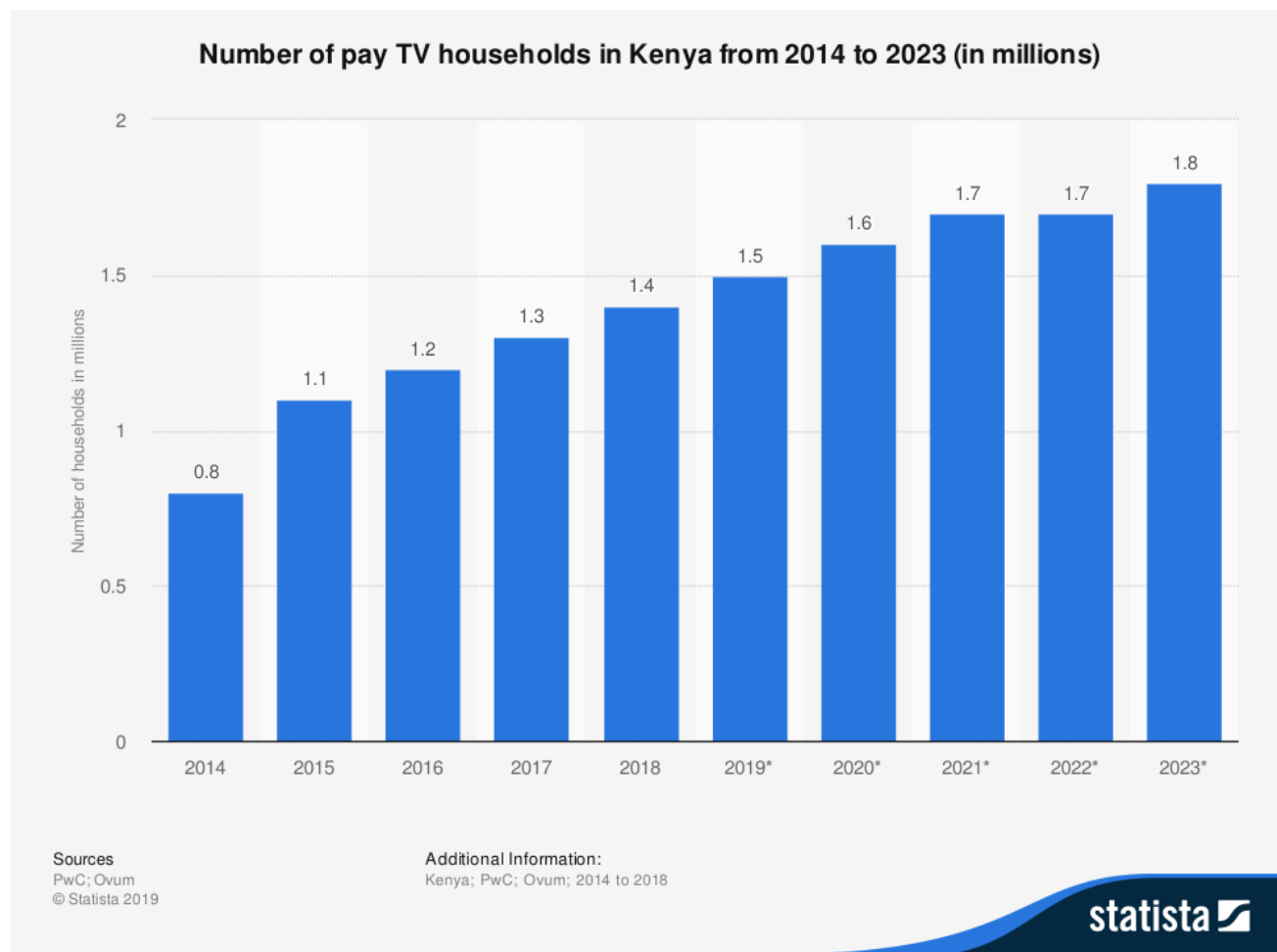
Circulation: 55,000

Frequency: Monthly

New African brings an African perspective to international reporting on the continent. The readers of New African are diverse and range from students and tomorrow's leaders who want to gain a better understanding of the most important issues affecting the African continent. New African also engages in strategic partnerships with among others the World Economic Forum, Commonwealth Business Council, Corporate Council on Africa, World Bank, the UN, World Petroleum Congress etc.



THE POPULARITY OF PAY TV HAS BEEN ON A CONSTANT RISE



Top TV Channels in Kenya Q1-2022

iGeoPoll

Stations	Share
Citizen TV	24.03%
NTV	9.46%
KTN	8.78%
KTN News	7.92%
K24	7.01%
Maisha Magic East	6.11%
Inooro TV	4.82%
KBC	4.26%
Al jazeera*	3.84%
Kiss TV	3.39%
Others	20.38%

TV

TOP TV CHANNELS

KTV Kenya Television Network (KTN) is a commercial television station headquartered in Nairobi. KTN is the second main TV station. In 1990 it was the first TV station in Kenya to break the KBC's monopoly. In the first period, KTN's specialty was 'activism journalism'. It developed its own aggressive and sophisticated news style



Citizen TV is owned by Royal Media, a multimedia house which also owns 8 radio stations, most of them local but together covering the bulk of Kenya. Citizen TV began broadcasting in 1998. It broadcasts both current affairs programs and entertainment.



Nation TV (Channel 42) is owned by the Nation Media Group, Kenya's largest media corporation which also owns the newspaper Daily Nation and the radio station 96.4 Nation FM.



The **Kenya Broadcasting Corporation (KBC)** is the largest broadcasting organization in Kenya, the only service with nationwide coverage and is owned by the government. It is a public broadcaster and is run semi-autonomously. The national broadcaster KBC airs KBC Channel 1, Pay Television Channel 2 and the entertainment channel, Metro Television Channel 31.



East Africa Television (EATV) is a youth channel, that broadcasts in Tanzania, Kenya & Uganda. With content such as talk shows, live shows, movies & interactive programming, EATV seeks to expose East African viewers to progressive entertainment, making the station popular among 18-35 year olds.



Radio

POPULAR RADIO STATIONS

Top Radio Stations in Kenya Q1-2022

GeoPoll

Stations	Share
Radio Citizen	10.19%
Jambo	8.69%
Classic 105*	7.26%
Radio Maisha	7.23%
Kiss FM	6.86%
Milele FM	6.43%
NRG Radio	3.46%
Inooro	2.89%
Kameme	2.88%
Hot 96	2.80%
Others	41.3%

Digital

INTERNET USERS IN KENYA INCREASED BY 7.4 PERCENT BETWEEN 2021 AND 2022

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



55.60
MILLION

URBANISATION

29.0%

CELLULAR MOBILE
CONNECTIONS



63.48
MILLION

vs. POPULATION

114.2%

INTERNET
USERS



23.35
MILLION

vs. POPULATION

42.0%

ACTIVE SOCIAL
MEDIA USERS



11.75
MILLION

vs. POPULATION

21.1%

Digital

GOOGLE IS THE MOST VISITED WEBSITE

FEB
2022

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021

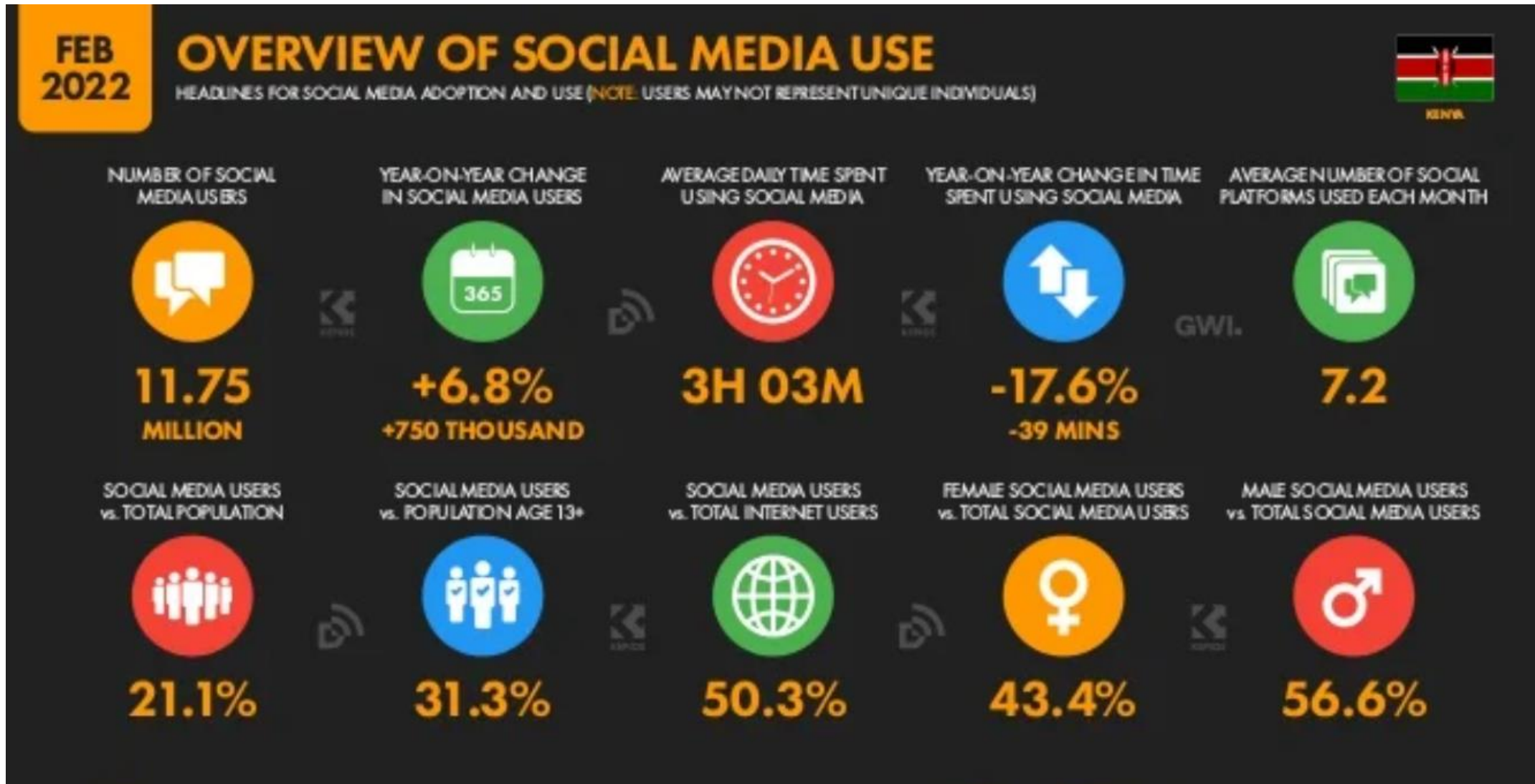


#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	90.2M	10.2M	20M 16S	5.50
02	FACEBOOK.COM	33.3M	6.11M	18M 53S	5.29
03	BETIKA.COM	23.4M	3.09M	6M 51S	19.94
04	YOUTUBE.COM	21.6M	4.59M	7M 01S	3.80
05	ESKIMI.COM	10.2M	5.86M	18M 39S	3.39
06	WRITEDOM.COM	9.85M	321K	13M 27S	25.68
07	TWITTER.COM	9.67M	3.06M	15M 30S	5.42
08	WIKIPEDIA.ORG	7.87M	2.77M	11M 34S	1.90
09	STANDARDMEDIA.CO.KE	7.85M	2.19M	15M 48S	2.46
10	KENYANS.CO.KE	7.20M	1.91M	10M 46S	2.16

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	INSTAGRAM.COM	7.01M	2.33M	16M 06S	7.51
12	XVIDEOS.COM	6.97M	1.46M	21M 44S	9.85
13	ODIBETS.COM	5.71M	933K	6M 44S	22.68
14	JULCO.KE	5.70M	2.47M	15M 24S	4.90
15	BIT.LY	5.36M	1.78M	21M 34S	1.23
16	JUMIA.CO.KE	4.94M	1.94M	14M 10S	6.33
17	NATION.CO.KE	4.74M	1.10M	9M 23S	2.29
18	THE-STAR.CO.KE	4.19M	1.39M	9M 28S	2.11
19	XNXX.COM	3.83M	966K	21M 29S	9.15
20	LINKEDIN.COM	3.60M	1.47M	9M 45S	4.35

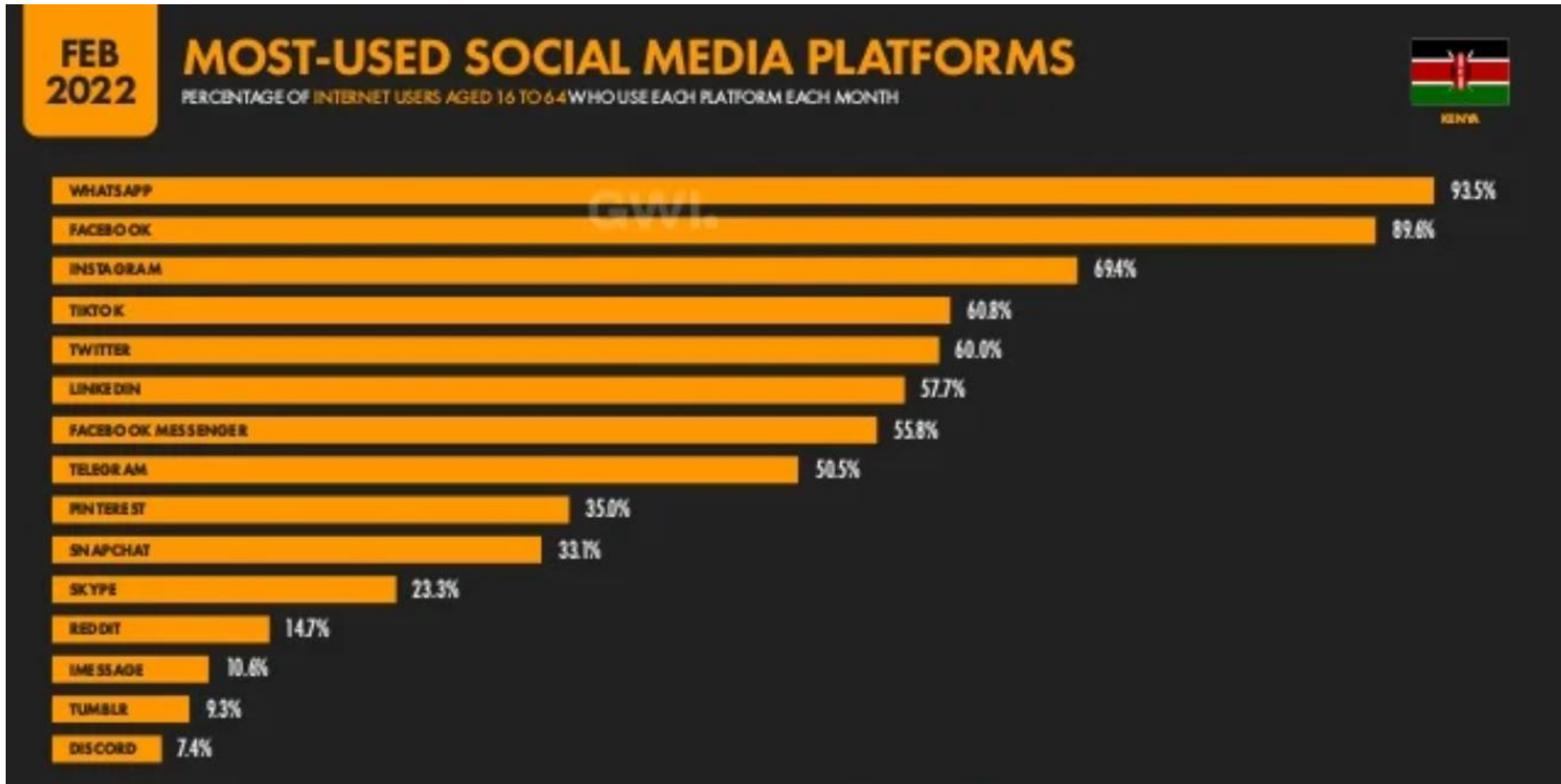
Digital

SOCIAL MEDIA USERS IN KENYA INCREASED BY 6.8 PERCENT BETWEEN 2021 AND 2022



Digital

WHATSAPP IS THE MOST-USED SOCIAL MEDIA PLATFORM



Digital

NEWS WEBSITES

The Times

www.timeslive.co.za

An interactive arm for South Africa's national daily, The Times live publishes news on-the-go ranging from world economy, finances, technology, entertainment to sport and food.

Page Impressions: 7,096,057

Unique Users: 942,315 p/m



News24

www.kenya.news24.com

News24 is Southern Africa and Africa's premier online news resource, with round-the-clock coverage for gathering local and international news as it happens, when it happens.

Page Impressions: 45,462,098

Unique Users: 3,141,034 p/m

